

BUSINESS REGISTRATION FREQUENTLY ASKED QUESTIONS

Q. Why did the City implement this program?

A. This program was established to provide a contact database for the Police Department and the Sedona Fire District, as well as for economic forecasting and planning. This information will be used to gain a better understanding of economic development opportunities by gathering information on the various types of businesses in the City. This program is informational, not to monitor sales or tax registers; however, the program is mandatory.

Q. What will the information be used for?

A. This information will be used to verify the City's economic base and for public safety issues. The Sedona Fire District and Police Department will have access to the information.

Q. Will my competitors have access to my information?

A. The data on your business registration is public information. However, in order for anyone to get the information, they will have to fill out a public information request form and declare whether or not the information will be used for a commercial purpose.

Q. How do I know if I need to register my business?

A. You must file a Business Registration application if any corporate activities or acts are carried on with the object of gain, benefit, or advantage, either direct or indirect, excluding casual sales.

Q. Do I need to register to hold a yard/garage sale?

A. No, yard/garage sales are considered casual sales; therefore, a business registration certificate is not required.

Q. What do I have to do to get a Business Registration Certificate?

A. Registration certificates are issued by the Sedona City Clerk's Office to new businesses that satisfy specific requirements stipulated in the Sedona City Code. Existing businesses that operate within the legal scope of their license will receive a new certificate upon the timely remittance of the appropriate renewal fees.

Q. Can I operate a business from my home? (City residents only)

A. A business can be operated from your home if it satisfies the specific requirements stipulated in the home occupation standard. A Home Occupation means any uses of a vocational or professional nature which are customarily conducted entirely within a dwelling or an accessory building; are clearly incidental, secondary and in addition to the use of the structure for dwelling purposes; and are managed in such a way that does not change the character of the dwelling or adversely affect surrounding properties.

Q. How much does it cost to register my business?

A. It will cost you \$25.00 annually to register your business. Non-profits are exempt from this fee.

Q. When do I have to renew my Certificate?

A. Business Registration certificates are issued on a calendar year basis, January 1 through December 31. Renewal notices will be mailed out when your registration is about to expire.

To cancel your certificate, you can check the Cancel box (under business information), fill out your former business name and address and return to the City Clerk's Office at 102 Roadrunner Drive, Sedona, AZ 86336. Or, you can call the City Clerk's Office at 928-204-7102 to cancel your Registration Certificate.

Q. I'm selling my business; can I transfer the registration to the new owner?

A. Business Registration Certificates cannot be transferred from one owner to another. The new owner must fill out a new Registration application and submit it, along with the \$25.00 Registration fee, to the City Clerk's Office, 102 Roadrunner Drive, Sedona, AZ 86336.

Q. I want to hold a Special Event, what do I need to do?

A. To hold a Special Event, conducted outside a permanent structure and which occurs on a specific date and time, you must apply for a Special Event or Temporary Use Permit through Community Development.

Q. What is the difference between the Hazardous Materials Permit Fee that the Sedona Fire District collects and the City's business registration Fee?

A. This fee is charged by the Sedona Fire District to businesses that use, handle, transport or store hazardous materials. This fee is separate from the City of Sedona business registration fee.

Q. If I own more than one business do I have to complete more than one application?

A. Due to the fact that although different businesses may have one owner, the locations of the businesses have different public safety information. An application needs to be completed for each business.

Q. How do I file a complaint on a business?

A. If you have a complaint regarding a business, contact the Better Business Bureau of Central/Northern Arizona at 1-877-291-6222, Monday - Friday 9am - 4pm.

Q. What is the NAICS code on the form and how should I complete this?

A. This is a federal code that classifies businesses by the type of business you conduct. NAICS stands for North American Industrial Classification System. By including this, we can tell what type of businesses we have within our City. Provided with your Form is a list of these codes. Please choose the code that most accurately reflects the primary purpose of your business.